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Collection: Roberts, John G.: Files
Folder Title: JGR/President's Name, Likeness, Use of
(6 of 7)
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THE WHITE HOUSE

WASHINGTON

November 14, 1984

Dear Mr. Sherman:

Your letter of November 9, 1984 to Counsel to the President Fred F. Fielding has been referred to me for response. In that letter you inquired if it were acceptable to mention the White House in an advertisement for Dom Ruinart Champagne.

Please be advised that it is not acceptable to mention the White House in any way in advertising copy. As stated in the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc., "neither the name nor the photograph or likeness of the White House should be used in any advertising whatsoever. If asked, the Counsel to the President would decline to give authorization for such use." I have enclosed a copy of the pertinent page from this publication for your information.

We adhere strictly to the policy of not approving any mention of the White House in advertising copy. Accordingly, we must object to your contemplated advertisement.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Tom Sherman
Cunningham & Walsh Inc.
Public Relations
260 Madison Avenue
New York, NY 10016

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

WHD2

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1

Name of Correspondent:

Tom Sherman

☐ MI Mail Report

User Codes: (A) (B) (C)

Subject:

Requests permission to use
"White House" in advertising paper

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
Witalland	ORIGINATOR	84/11/13			1 1
WAT 18	Referral Note:	84/11/13		S	84/11/23
	Referral Note:				1 1
	Referral Note:				1 1
	Referral Note:				1 1
	Referral Note:				1 1

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments:

Keep this worksheet attached to the original incoming letter.

Send all routing updates to Central Reference (Room 75, OEOB).

Always return completed correspondence record to Central Files.

Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

JR - direct
Enc

TO: Mr. Fred Fielding - Counsel to the President

DATE: November 9, 1984

FROM: T. Sherman

CC: K. Bonyng
T. Kirmayer
C. Rodenberg

SUBJECT:

276036 *CU*

I am writing you as the Account Executive from Cunningham and Walsh to obtain permission to produce the attached layout and copy as an advertisement for Dom Ruinart Champagne, imported by my client, Schieffelin & Company, New York, N.Y. This ad is based on the fact that Dom Ruinart was served at a dinner by President Reagan for President Mitterand of France. This ad will appear in national magazines.

Please advise if this is acceptable.

Thank you.



Tom Sherman
Account Executive

Attachment
TS:imb



CONNINGTON & WAGNER
260 WEST 10TH AVENUE
NEW YORK, N.Y. 10014

Advertising Copy

Date 10/17/84

Media

Client Schieffelin & Co.

Product Dom Ruinart

Subject

Objective

Special

The Blanc de Blancs
served at the Blanc House.

When French President Mitterand visited the United States,
he was toasted at the White House with Dom Ruinart Blanc
de Blancs Champagne. Continuing the illustrious tradition
of this prestige vintage cuvee. Since 1729, Dom Ruinart
has played a role in the lives of many important personages.

Including Napoleon. Josephine. Talleyrand. And you.



The Blanc de Blancs served at the Blanc House.

With white wine, white wine, white wine
 With white wine, white wine, white wine
 With white wine, white wine, white wine

With white wine, white wine, white wine
 With white wine, white wine, white wine
 With white wine, white wine, white wine

american stabilis inc.

P.O. BOX 1289 • LEWISTON, MAINE 04240

May 9, 1985

Mr. John G. Roberts
Associate Counsel to the President
The White House
Washington, D.C.

Dear Mr. Roberts:

I am in receipt of your letter of May 3, 1985 regarding the use of a letter from President Reagan in promotional material allegedly used by our company.

I instructed our marketing department to research this issue and I am assured that at no time have we in any manner distributed, published or incorporated the use of the President's letter in any of our advertising or marketing material.

We have however discovered that a distributor of our products in England, Digistat UK, has reprinted the White House letter in their salesmen's presentation brochure. Digistat UK is not affiliated, nor controlled by American Stabilis, Inc.. The context in which they use the letter does not intend to deceive nor create the impression that President Reagan has endorsed this product.

However, I do not believe the letter should be used regardless of its' intent and I have this day instructed Digistat UK to cease from reproducing all literature bearing this letter or any reference to President Reagan.

I have been assured that they will comply with this request and I will have our legal counsel in England verify that this is in fact accomplished.

Being a strong supporter of President Reagan, I can assure you that had we known that this letter was being published and used in sales materials, we would have ordered them to cease using it long ago.

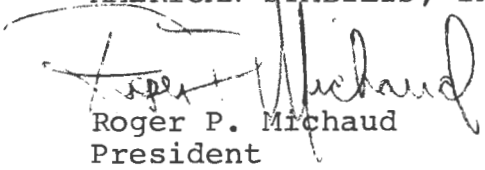
continued..

I apologize for any inconvenience this may have caused the White House and trust that you will find the actions we are taking satisfactory.

Please feel free to consult me if there is anything else we can do to assist you in this matter.

Sincerely,

AMERICAN STABILIS, INC.



Roger P. Michaud
President

RPM/nc

american stabilis inc.

P.O. BOX 1289 • LEWISTON, MAINE 04240

file

May 20, 1985

John G. Roberts
Associate Counsel to the President
The White House
Washington, D.C.

Dear Mr. Roberts:

In follow up to Mr. Michaud's letter to you dated May 9, 1985,
please find the enclosed letter from our distributor who rep-
resents our products in England.

If you need any additonal information, please do not hesitate to
contact us.

Again, we hope that you will accept our apologies for any incon-
venience this may have caused.

Sincerely,

Nancy Carrier
Nancy Carrier
Secretary to
Roger P. Michaud
President

encl. (1)

DIGISTAT DIGISTAT DIGISTAT

DIGISTAT (UK) LIMITED

England: 12-16 Park Grove, Levenshulme, Manchester, M19 3AQ. Tel: 061-224 6828

Scotland: 56, Virginia Street, Aberdeen, AB1 2AY. Tel: 0224-580248

U.S.A., Parent Company: American Stabilis Inc. P.O. Box 1289, Industrial Park, Lewiston Maine 04240

Our ref: DAR/JDM

Your ref:

Mr. R. Michaud,
American Stabilis Inc,
P.O. Box 1289,
Industrial Park,
Lewiston,
Maine 04240,
U.S.A.

13th May '85.

Dear Mr. Michaud,

Further to our telephone conversation, the writer was indeed surprised to learn that you were contacted re mis-use of a letter from the White House.

Naturally, you were not aware of this, nor did we realise that we were doing anything contrary to Government policy. We will, of course, not use this in the future.

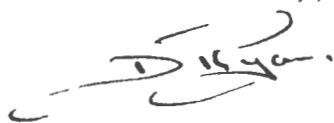
However, I would like to point out that the letter was used purely with reference to your goodself and it has not been used to endorse products. I still feel that we have not done any wrong and perhaps you could gain clarification of this point.

You will appreciate that when we set this company up last year to sell American products in the U.K., it was important, and still is, for us to make people aware of the credibility of your goodself and your company. Naturally, people did not know us or your goodself, so we had a need to make people aware.

If we are to expand the market in the U.K. and look for markets in the rest of Europe for American products, we need all the credibility we can create.

The writer trusts you appreciate our position on this issue and wishes to apologize for any inconvenience caused to your goodself re the issue of which you had no knowledge.

Yours sincerely,



Mr. D.A. Ryan
Chairman.

N.B. We have enclosed some copy letters from clients to show that we do not misrepresent your company in any way.

List
②

CENTER ART
GALLERIES-HAWAII, INC.
Art Consultants to the World

June 11, 1985

Fred F. Fielding, Esq.
Counsel to the President
The White House
Washington, D.C. 20501

Dear Mr. Fielding:

I am in receipt of your letter dated May 23, 1985, which arrived May 29th, in which you state the White House policy regarding the "commercial" use of Presidential photographs.

I regret that I was in the Orient on business at the time your letter was received by my office but note that my secretary wrote to you on May 30, 1985 acknowledging receipt of your communication.

It was indeed a great honor for me and Anthony Quinn to be invited to the White House last October as the guest of President Reagan at a presentation meeting in the Oval Office.

The photographs that were taken at this meeting were done with the President's knowledge and permission by the official White House photographer. No other photographers or cameras were present at this meeting.

The photographs of this meeting were sent to us personalized by Mr. Reagan with a note of thanks for the gifts of Mr. Quinn's fine art work that he graciously accepted as "fine additions to our future Presidential Collection." (See copy of letter enclosed.)

Inasmuch as we had never been informed at any time by any individual inside or outside of the White House staff that these photographs could not be shown publicly in any way that could be construed as "commercial," we incorporated one of them into a public offering of other works of art of the same bronze sculptures from the same edition executed by Mr. Quinn. Had we been informed in any way by anyone either prior to, during, or after the announcement of this offering, that doing so would injure or offend President Reagan, you have my solemn word that it would never have appeared in the press.

.../2

OAHU

• Royal Hawaiian Shopping Center
• Ala Moana Center - Center Five
• Waikiki Shopping Plaza
(808) 926-2727
Post Office Box 15577
Honolulu, Hawaii 96830-5577

NATIONWIDE TOLL FREE (800) 367-7026

MAUI

• The Gallery at
Hyatt Regency Maui (808) 667-7466
• Center Art Gallery at
Maui Marriott (808) 667-2233
Post Office Box 10475
Lahaina, Maui, Hawaii 96761

TELEX (ITT) CAGHI 743-1766

CENTER ART
GALLERIES-HAWAII, INC.
Art Consultants to the World

Fred F. Fielding, Esq.
June 11, 1985
Page 2

Upon notification of the policy, of which I was unaware prior to this time, I personally and immediately notified and requested the several publications to cancel the ad. I did everything possible to prevent the ad from appearing in the publication, including offering to pay for a public service type of ad to replace the ad which I hoped to cancel. Regrettably, several of the publications had already gone to press, or were in the hands of subscribers. We acted immediately and professionally at the time we were informed about the policy.

Since having been informed of this policy, no ads, flyers, brochures or copies in any form of the President's photos or letter have been reproduced by us for any purpose whatsoever.

I deeply regret not having been informed of the policy prior to this most embarrassing situation and can only sincerely apologize for not knowing about it.

For future reference, to avoid repetition of this incident with other innocent White House guests, a copy of your policy statement should accompany every photograph sent out by the White House rather than being mailed eight months later after the damage has already been done.

I am personally deeply embarrassed by the incident. At no time was it ever my intention or that of any member of my corporation to injure our excellent relationship with the President, his administration, or the Republican Party to which I have belonged for twenty years. As a substantial contributor to and active member of the Republican Presidential Task Force, The Republican National Committee, and The National Republican Senatorial Committee, I could never do anything to injure the Office of the President or conduct myself in any other manner than professional.

It is my fervent hope that President Reagan, the White House, and the White House staff will understand the fact that we conducted our actions in good faith not even knowing about your policy until a few weeks ago.

Sincerely,



William D. Mett

WDM/ct
Enclosure

THE WHITE HOUSE

WASHINGTON

November 26, 1984

Dear Mr. Mett:

It was a pleasure meeting you when you came to the White House with Anthony Quinn -- and thank you again for the bronze and marble sculptures which you presented to me. I have always admired Mr. Quinn's acting ability and now I can say that I am the proud possessor of two of his artistic works. They will make fine additions to our future Presidential collection.

I hope you enjoyed your visit to Washington and will have an opportunity to return someday. You have my deep appreciation for your gesture of friendship and my best wishes for the years ahead.

Sincerely,

A handwritten signature in dark ink, reading "Ronald Reagan". The signature is written in a cursive, flowing style with a large initial "R".

Mr. William Mett
President
Center Art Galleries
2301 Kala Kava Avenue
Honolulu, Hawaii 96815

THE WHITE HOUSE

WASHINGTON

May 23, 1985 .

Dear Mr. Mett:

Your advertisement in the June issue of Town & Country has been called to our attention. That advertisement, for the "Zorba Presidential Collection," features a photograph of you with Mr. and Mrs. Anthony Quinn and the President.

Established White House policy prohibits any use of the name, likeness, photograph, signature, or title of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

Your use of the photograph of the President, the text of the sixth paragraph of your advertisement, and the use of the description "Presidential Collection" all contravene these established policies. Your advertisement conveys the false impression that the President is associated with or has endorsed the marketing of the sculptures.

I must advise you to cease immediately any use of the photograph of the President for promotional purposes. You should also cease describing the collection as the "Presidential Collection." Please advise me of the steps you have taken to comply with this letter.

Sincerely,

Original in FFF

Fred F. Fielding
Council to the President

Mr. William D. Mett
President, Center Art
Galleries-Hawaii, Inc.
2301 Kalahaua, Bldg. C108
Honolulu, HI 96815-2984

FFF:JGR:aea 5/23/85
bcc: FFFielding
JGRoberts
Subj ✓
Chron

bcc: Clement Conger

CENTER ART
GALLERIES-HAWAII, INC.
Art Consultants to the World

May 30, 1985

Mr. Fred F. Fielding
Counsel to the President
The White House
Washington, D.C. 20501

Dear Mr. Fielding,

Thank you for your letter dated May 23, 1985
addressed to Mr. William D. Mett, President of
Center Art Galleries-Hawaii, Inc.

Mr. Mett is currently out of the country
on business, and he will respond to your letter
upon his return next week.

Sincerely,



Eva Yeung
Administrative Assistant
to the President

/ey

OAHU

• Royal Hawaiian Shopping Center
• Ala Moana Center • Center Five
• Waikiki Shopping Plaza
(808) 926-2727
Post Office Box 15577
Honolulu, Hawaii 96830-5577

NATIONWIDE TOLL FREE (800) 367-7026

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Maui Marriott (808) 667-2233
Post Office Box 10475
Lahaina, Maui, Hawaii 96761

TELEX (ITT) CAGHI 743-1766

THE WHITE HOUSE

WASHINGTON

July 24, 1985

Dear Mr. Quaal:

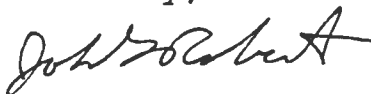
Thank you for sending us a copy of the "Hee Haw" advertisement placed by Gaylord Program Services in the June 17, 1985 issue of "Broadcasting." That advertisement depicted an individual seated at a desk watching "Hee Haw" on television. It was obviously the intent of the designers of the advertisement that the individual be taken to be the President seated in the Oval Office.

The White House adheres strictly to a policy of not approving any use of the President's name, likeness, signature, photograph, or title in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. In this case, however, I doubt that those seeing the advertisement would think that the photograph was actually of the President. In fact, the advertisement does contain a disclaimer that "the likeness portrayed above is an impersonation." Taking the advertisement as a whole, I do not think it can be said to suggest that the President endorses "Hee Haw" or Gaylord Program Services.

This is not, of course, to comment in any way on the cleverness or tastefulness of the advertisement. Those judgments must be left to the readers who see the advertisement.

We do, however, appreciate your calling this matter to our attention. As noted, we are very concerned to avoid suggestions that the President has endorsed a commercial product, and are grateful to have possible instances of such problems called to our attention. Thank you for your concern.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Ward L. Quaal
President, The Ward L. Quaal Company
401 North Michigan Avenue
Chicago, Illinois 60611

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PR014-09

- ☐ **O - OUTGOING**
☐ **H - INTERNAL**
☒ **I - INCOMING**
 Date Correspondence Received (YY/MM/DD) 1 1

1. (JR-)

Name of Correspondent: ward Quaal

☐ **MI Mail Report** **User Codes:** (A) _____ (B) _____ (C) _____

Subject: ad depicting POTUS watching "Hill News"

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUHOLL</u>	ORIGINATOR	<u>85107119</u>			<u>1 1</u>
<u>CUAT 18</u>	Referral Note:	<u>R w 85107123</u>		<u>w 5</u>	<u>8510802</u>
	Referral Note:				
	Referral Note:				
	Referral Note:				
	Referral Note:				

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure

- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

DISPOSITION CODES:

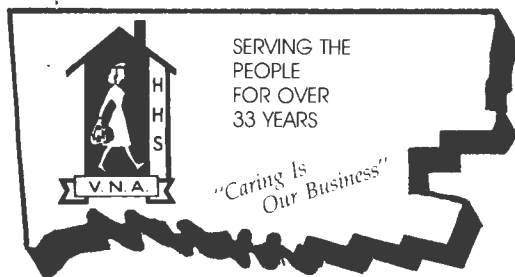
- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: Jun 17 85 Issue of "Broadcasting"

Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, DEOB).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.



Visiting Nurse Association / Home Health Services of Montgomery County and Vicinity

Headquarters
1109 DeKalb Street
Norristown, PA 19401
272-1160

Primary Health Centers
1215 DeKalb Street
Norristown, PA 19401
Medical 272-1167
Dental 272-1170

309 Gravel Pike
Rahns, PA 19426
Medical—Dental
489-0411

A COMMUNITY SPONSORED NON-PROFIT ORGANIZATION

October 1, 1985

Mr. John G. Roberts
Associate Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mr. Roberts,

Thank you for your letter of September 24, 1985 to Mr. Willard L. Lindsay in reference to our 1985 Office of the President Membership Campaign.

Our sole purpose was to get our Fundraising Letter read to raise the necessary funds to continue to provide the indigent population of the Norristown Area with Free Health Care they sorely need.

We did not intend an overall misrepresentation and we made it quite clear that the President was Mr. Lindsay of our VNA.

We apologize for any inconvenience this mailing caused. Please be advised, we will refrain from further mailing of this type.

Sincerely,

Joseph T. Nasuti
Director of Public Relations

JTN/fs



THE WHITE HOUSE

WASHINGTON

September 24, 1985

Dear Mr. Lindsay:

Your solicitation form for contributions to the Visiting Nurse Association/Home Health Services has been brought to our attention by a concerned citizen. That solicitation contains a depiction of the Great Seal of the United States in two places. It is styled "A Reminder from the President," and contains numerous other suggestions of governmental affiliation or sponsorship.

Please be advised that 18 U.S.C. § 713(a) makes it a Federal crime for anyone to use the Great Seal "for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States...." I have enclosed for your information a copy of the statutory provision. Your use of the Great Seal is in violation of this provision, and must cease immediately.

The misuse of the Great Seal is compounded by the various other aspects of the solicitation that suggest an association with the President of the United States. Even without the Great Seal, those aspects convey a false impression that this appeal for funds is made by or with the approval of the President of the United States. Any future mailings should be designed in such a fashion as to avoid creating this false impression.

Please advise this office of the steps you have taken to comply with this letter.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Willard L. Lindsay
Post Office Box 912
Norristown, PA 19401

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

FE004

☐ O - OUTGOING☐ M - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1 1

JR
Pls handle

Name of Correspondent: *John Roberts*☐ M Mail Report

User Codes: (A) _____ (M) _____ (C) _____

Subject: *Violation of 18 USC - Use of the Great Seal by an organization called Office of the President*

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u><i>CUHolland</i></u>	ORIGINATOR	<u><i>85109116</i></u>			<u><i>1 1</i></u>
<u><i>CUAT18</i></u>	Referral Note: <u><i>A</i></u>	<u><i>85109117</i></u>	<u><i>TR</i></u>	<u><i>S</i></u>	<u><i>85109117 TR</i></u>
	Referral Note:	<u><i>1 1</i></u>			<u><i>1 1</i></u>
	Referral Note:	<u><i>1 1</i></u>			<u><i>1 1</i></u>
	Referral Note:	<u><i>1 1</i></u>			<u><i>1 1</i></u>
	Referral Note:	<u><i>1 1</i></u>			<u><i>1 1</i></u>

ACTION CODES:

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Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

September 13, 1985

245795 *cu*

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS *JGR*

SUBJECT:

Violation of 18 U.S.C. § 713(a)

The attached was received in the mail by a friend of a friend. It is the clearest example of a violation of 18 U.S.C. § 713(a) I have run across in my three years here. The Great Seal is clearly being used "for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States..." Even without the Seal, the solicitation -- "A Reminder from the President," return address "Office of the President," with donor categories of "Cabinet," "Ambassador," "Senate," "Congressional," "Commission," and "Constituent" -- clearly constitutes a fraudulent effort to create the impression of official Presidential sanction.

I am sending this over for staffing. I sincerely think that we should consider referring this to the Department of Justice for prosecution.

Attachment

THE WHITE HOUSE

WASHINGTON

November 25, 1985

MEMORANDUM FOR RICHARD A. HAUSER

FROM: JOHN G. ROBERTS 
SUBJECT: Request to Quote President Reagan
in Ad for the Wall Street Journal

A Chicago business publishing company, Dartnell, wants to run an advertisement in the Wall Street Journal quoting from the President's recent address to the United Nations. A copy of the advertisement is attached. It does not in any way suggest an endorsement by the President of Dartnell, and accordingly I have no objection to the company quoting the President's public comments. The attached draft reply for your signature notes that White House approval is not necessary to quote statements by the President, so long as the statements are not used in a misleading manner to suggest commercial endorsement.

Attachment

THE WHITE HOUSE

WASHINGTON

November 25, 1985

Dear Mr. Pearl:

Thank you for your letter of November 19, requesting approval to quote from the President's recent address to the United Nations in an advertisement you plan to run in the Wall Street Journal. A copy of the proposed advertisement accompanied your letter.

Please be advised that approval is not required to quote from the President's public statements. We would object to any use of a quotation that suggested endorsement by the President of any commercial product or enterprise, but that problem is not presented by your proposed advertisement.

Thank you for your inquiry.

Sincerely,

Original signed by RAH

Richard A. Hauser
Deputy Counsel to the President

Mr. Charles E. Pearl
Manager, Film Sales
Dartnell
4660 N. Ravenswood Avenue
Chicago, Illinois 60640

RAH:JGR:aea 11/25/85
bcc: FFFielding
RAHauser
✓JGRoberts
Subj
Chron

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRO/409

- ☐ O - OUTGOING
☐ H - INTERNAL
☐ I - INCOMING
Date Correspondence Received (YY/MM/DD) 1/1

JK

Name of Correspondent: Charles Pearl

☐ Mail Report User Codes: (A) (B) (C)

Subject: Request to quote Pres. Reagan in ad for Wall Street Journal

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
CutHoll	ORIGINATOR	85,11,21			1/1
Cuat 18	Referral Note: In RAH signature	85,11,22			5,85,12,02
	Referral Note:				
	Referral Note:				
	Referral Note:				
	Referral Note:				
	Referral Note:				

ACTION CODES:

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Completion Date - Date of Outgoing

Comments:

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Dartnell

Headquarters for Training Films

4660 N. Ravenswood Ave

Chicago, Illinois 60640, (312) 561-4000

361783 *cu*

November 19, 1985

Counsel to the President
The White House
Washington, D.C. 20500

Good Morning:

We were planning to run the attached ad in The Wall Street Journal, but was informed that we need your approval before it could be used.

Therefore, we would like your permission to quote President Reagan in his speech to the United Nations in October.

The ad itself would be advertised nationwide in The Wall Street Journal only once.

If you would kindly contact me at the Dartnell address above, I would appreciate it. Thank you for your time and consideration in this matter.

Sincerely,



Charles E. Pearl
Manager, Film Sales

CEP/slg

THE DARTNELL NEWSLETTER



"WORKING TOGETHER"

New Theme For the Eighties?

In his address to the United Nations in October, President Reagan used the phrase "working together" on two occasions.

"With hard work and imagination," said the President, "there is no limit to what, working together, our nations can achieve."

And he added somewhat later, "Even as the Mexican nation moved vigorously into action, there were heartwarming offers by other nations offering to help and glimpses of people working together, without concern for national self-interest or gain."

Working together! What a telling phrase that is—not only for nations but for people in a company. For when the employees of a company really work together, that's when things happen for the better.

That's why Dartnell began publishing its bulletin for employees in 1984 called "Working Together." In less than a year almost 3,000 companies have subscribed for their employees—and every month, hundreds of other companies join the list. Why? Because there is nothing more important than stimulating employees to *work together* for the good of all.

Now, Dartnell has added a new medium, film, to the cause. It's a new, exciting and sophisticated film entitled "Working Together Works." It's modern, catching, and stimulating, and already hundreds of companies are using it to encourage their people to work together for the good of all.

"Working Together." We think this is a great new theme that can lead, as President Reagan suggests, to peace ... and for companies, a new and important spirit among their workers.

Wm Harrison Fetridge

Wm. Harrison Fetridge
Chairman of the Board